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PATENT

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant | : | Naushad Ali |
| Application No. | : | 09/911,853    Confirmation No.: 3888 |
| Filed | : | July 23, 2001 |
| For | : | LOYALTY PROGRAM |
| | | Docket No.    :    352858001US1 |

Commissioner for Patents
Washington, DC 20231

## ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73
## AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed concurrently herewith, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; MICHAEL D. BROADDUS, Registration No. 41,637; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D. LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; EDWARD S. HOTCHKISS, Registration No. 33,904; JAMES NICKELSON, Registration No. 46,140; STEPHEN E. ARNETT, Registration No. 47,392; of Perkins Coie LLP, as the principal attorneys with full power of substitution, association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to

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receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

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PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to BondRewards, Inc. filed concurrently herewith for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

BondRewards, Inc.

_____
Date

_____
Naushad Ali
Chief Executive Officer

SDL:jc

Enclosure:
  Copy of Assignment